



# Visit GOZO

## **SUPPORTING MARKETING INITIATIVES FOR THE ACCOMMODATION SECTOR IN GOZO 2022**



**GOVERNMENT OF MALTA**  
MINISTRY FOR GOZO

## NOTES TO APPLICANTS

### 1. OBJECTIVE OF THIS SCHEME

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The objective of this scheme is to support accommodation operators in Gozo in the promotion of the island as a holiday destination for the purposes of promoting the island through digital marketing. The Ministry for Gozo remains committed to incentivise the accommodation sector in investing in continuous and intensive professional digital marketing for the attraction of sustainable high-quality tourism and the overall promotion of the VisitGozo brand.

### 2. SUPPORTED INITIATIVES

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The scheme will support domestic **AND** international digital marketing initiatives by accommodation providers in Gozo. For the scheme to be effective, it is essential that the supported initiatives are ones that have been duly researched and decided upon, taking into consideration valuable return on investment and target audiences which are currently being targeted by the Directorate through its own marketing strategies. Relevance in audience demographics, such as the geographic area selected for promotion, is therefore indispensable. Statistics published by the Malta Tourism Authority and the National Statistics Office (NSO) indicate that within the international forum, the traditional Western European markets such as UK, Italy, Germany and France still provide the highest inbound tourism to Malta. However, affluent countries such as Switzerland, the Scandinavian region, and the emerging markets of Eastern Europe and Asia, offer valuable potential. Efforts towards the domestic market is also encouraged.

### 3. ELIGIBLE EXPENSES

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**3.1.** The Ministry for Gozo will cover **up to 65%** of the eligible expenditure for undertaking a digital marketing campaign, up to a **maximum of €8,000**. Costs will only be reimbursed under the following conditions:

- a. The accommodation provider shall be required to invest a **minimum of €5,500, including grant**, in the digital marketing campaign.
  - i. A case scenario: the accommodation operator opts for the minimum investment of €5,500. The Ministry for Gozo will reimburse 65% of €5,550 which is equivalent to €3,575.
- b. The accommodation provider shall be required to engage a **professional digital marketing agency** to assist in devising its campaign. At application stage, a copy of the signed contract between the business entity and the agency and the VAT number of the agency shall be provided.
  - i. Accommodation providers who have a professional marketing manager employed within the business entity shall be exempted from clause 3.1 (b). A copy of the employment contract shall be provided at application stage.
- c. The campaign shall be aligned to **relevant audiences** being targeted by the Directorate in its own campaigns, as outlined in Section 2 above. The international countries eligible to

target include the UK and European countries, however, the Directorate does not exclude other countries depending on their potential contribution to qualitative and sustainable tourism.

- d. A content-marketing plan of a minimum period of **6 months** and a maximum period of **12 months** shall be provided at application stage. The plan shall be evaluated by the Directorate within a period of 3 weeks to determine whether the application will be accepted or rejected. If the plan is not deemed suitable upon the first review, a **one-time resubmission** shall be allowed whereby a revised plan is to be submitted within a period of 2 weeks from the official notification. The following is an **indicative but non-exhaustive list** of digital marketing strategies that can be eligible for funding under this scheme:
- Paid campaigns;
  - Social Media management;
  - Website creation and/or revamp;
  - Advertisement on Google marketing platforms;
  - Content creation such as high-resolution photos and/or videos promoting both product and destination, infographics and graphic design, written content (e.g. blogs), and translation of written content into target countries' languages (as per 3.1 (c)).

Retrospective campaigns shall **NOT** be considered as eligible expenditure for refund under this scheme.

- e. If and once the plan is deemed suitable, the application shall be accepted. As soon as the plan reaches its mid-timeline (e.g. 3-month mark for a 6-month plan), **50% of the approved grant** shall be provided upon presentation of the analytical results of the campaign from social media platforms and/or Google Analytics to the Directorate. These results shall include **at least** the following metrics:
- Demographics (including age, gender, location, language, and interests);
  - Number of impressions;
  - Number of clicks.

If the approved plan is not adhered to within the period specified, the Directorate shall reserve the right to request reimbursement of the amount granted.

- i. As the plan reaches its mid-timeline, applicants with a content-marketing plan of less than 12 months shall be able to renew the plan **ONCE**, extending it for a period not exceeding a total of 12 months.
- f. As soon as the digital marketing campaign reaches the end of its timeframe, applicants are required to provide **a copy of the analytical results** of the campaign as stipulated in clause 3.1 (e).
- g. Applicants are required to include an **affiliation to Visit Gozo** ([www.visitgozo.com](http://www.visitgozo.com)) and provide proof of such when a copy of the content created is provided to the Directorate. The following is an **indicative but non-exhaustive list** of possible affiliations:
- Website backlinks;
  - Social Media hashtags;
  - Social Media mentions.

#### 4. CONDITIONS TO PARTICIPATE IN THIS SCHEME

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Participation in the scheme is based on the following conditions:

- 4.1. Applicants are required to apply on behalf of the **company brand name**.
- 4.2. The accommodation property must be located in Gozo and be licensed as accommodation provider, registered with the Malta Tourism Authority (MTA). **A copy of the MTA license is to be submitted at application stage.**
- 4.3. Applicants must engage in any of the supported initiatives as specified in Section 3, between **1<sup>st</sup> July 2022** and **31<sup>st</sup> December 2023** (i.e. latest starting date for the campaign shall be 1<sup>st</sup> June 2023 in view of clause 3.1 (d)). **A description of the marketing initiatives for which support is being requested is to be provided. Each undertaking is eligible to submit ONE application per calendar year.**
- 4.4. The remaining 50% of the eligible expenditure will only be reimbursed **AFTER** the activities have been undertaken and the relative documentation, provided, including:
  - a. A copy of the advertising undertaken. In the case of audio-visual material this should be presented on a USB;
  - b. A copy of all the invoices (including VAT receipts);
  - c. In cases where payments are in other currencies other than Euro, a copy of the exchange rate on the date of payment is to be provided;
  - d. A signed *de minimis* declaration form.
- 4.5. Interested operators should apply to participate in the scheme by filling in the electronic form, and uploading the required documents through the following link. Each application will be acknowledged in writing on the e-mail address provided in the application. The Tourism & Economic Development Directorate will also guide the business entity on whether the proposed initiatives are eligible or not.
- 4.6. The Tourism & Economic Development Directorate, within the Ministry for Gozo will be entitled to make the required verifications with the Malta Tourism Authority, and other government entities on the information submitted. An application can be rejected if the provided information results incorrect or does not satisfy any of the conditions for participation in this scheme. The Ministry for Gozo can also request further information from the applicant prior to making a final decision.
- 4.7. All the documentation required for the reimbursement of funds, as per **clause 4.4**, should be sent **within three weeks after the campaign reaches its mid-timeline and three weeks after the end of the campaign** (at the address below):

**Tourism and Economic Development Directorate**  
**Ministry for Gozo**  
**Saint Francis Square**  
**Victoria, Gozo**

**Claims for reimbursements submitted after this date will not be processed and failure to submit within the indicated timeframe may result in loss of eligibility.**

**4.8.** Disbursement of funds will start immediately once the submitted documentation (as per clause **4.4**), is verified by the Tourism & Economic Development Directorate.

**4.9.** The Tourism & Economic Development Directorate reserves the right to close the scheme earlier than indicated, subject to the allocated funds for this purpose being exhausted. Should this be the case, the Directorate will publish a notice on the Ministry for Gozo website ([www.mgoz.gov.mt](http://www.mgoz.gov.mt)) to this effect.

## **5. STATE AID RULES**

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This scheme will be implemented in line with the Commission Regulation (EU) No. 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to *de minimis* aid [OJ L 352/1] (the *de minimis* Regulation), as amended by Commission Regulation (EU) 2020/972 of 2 July 2020 amending Regulation (EU) No 1407/2013 as regards its prolongation and amending Regulation (EU) No 651/2014 as regards its prolongation and relevant adjustments [OJ L 215/3].

No aid will be granted to those sectors expressly excluded from the scope of the *de minimis* Regulation.

The total amount of *de minimis* aid granted to a single undertaking shall not exceed the amount of €200,000 (or €100,000 in the case of a single undertaking performing road freight transport for hire or reward) over any period of three consecutive fiscal years. This period covers the fiscal year concerned as well as the previous two fiscal years. 'Fiscal year' means the fiscal year as used for tax purposes by the undertaking concerned.

The term 'single undertaking' includes all enterprises having at least one of the following relationships with each other:

- a) One enterprise has a majority of the shareholders' or members' voting rights in another enterprise;
- b) One enterprise has the right to appoint or remove a majority of the members of the administrative, management or supervisory body of another enterprise;
- c) One enterprise has the right to exercise a dominant influence over another enterprise pursuant to a contract entered into with that enterprise or to a provision in its memorandum or articles of association;
- d) One enterprise, which is a shareholder in or member of another enterprise, controls alone, pursuant to an agreement with other shareholders in or members of that enterprise, a majority of shareholders' or members' voting rights in that enterprise.

Enterprises having any of the relationships referred to in points (a) to (d) above through one or more other enterprises shall be considered to be a single undertaking.

The maximum *de minimis* threshold would include all State aid granted under this aid scheme and any other State aid measure granted under the *de minimis* rule including that received from any entity other than the Tourism and Economic Development Directorate. Any *de minimis* aid received in excess of the established threshold will have to be recovered, with interest, from the undertaking receiving the aid.

The rules on cumulation of aid as outlined in Article 5 of the *de minimis* Regulation will be respected.

## 6. DEFINITIONS

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**Digital Marketing** refers to the use of new media or digital technology to achieve marketing and business goals.

**Content marketing** is the creation, publishing, and sharing of content with the aim of building brand reputation, awareness, and affinity.

A **content marketing plan** refers to an ever-evolving plan determining the type of content being pushed out, how they're aligned to business goals, who the content is intended for, and what content formats to be used.

**Impression** is the number of times an ad is served to audiences.

**Click** is how often an ad is clicked.

A **backlink** is an incoming hyperlink from one web page to another website.

**Single undertaking**: includes all enterprises having at least one of the following relationships with each other:

- a) One enterprise has a majority of the shareholders' or members' voting rights in another enterprise;
- b) One enterprise has the right to appoint or remove a majority of the members of the administrative, management or supervisory body of another enterprise;
- c) One enterprise has the right to exercise a dominant influence over another enterprise pursuant to a contract entered into with that enterprise or to a provision in its memorandum or articles of association;
- d) One enterprise, which is a shareholder in or member of another enterprise, controls alone, pursuant to an agreement with other shareholders in or members of that enterprise, a majority of shareholders' or members' voting rights in that enterprise.

Enterprises having any of the relationships referred to in points (a) to (d) above through one or more other enterprises shall be considered to be a single undertaking.

**CHECKLIST OF DOCUMENTS TO BE SUBMITTED WITH APPLICATION**

Clause	Document	Submitted Yes/No
3.1 (b)	VAT number of the professional digital marketing agency engaged and a copy of the signed contract <b>OR</b> a copy of the employment contract of the marketing manager;	
3.1 (d)	Content Marketing Plan;	
4.2	Malta Tourism Authority (MTA) Licence;	
4.3	Description of the marketing initiatives for which support is being requested.	
4.4 (d)	Signed <i>de minimis</i> Declaration form.	
n/a	Declaration by the Accommodation Provider.	

**CHECKLIST OF DOCUMENTS TO BE SUBMITTED AT THE CAMPAIGN'S MID-TIMELINE AND AFTER INITIATIVES ARE UNDERTAKEN**

Clause	Document	Submitted Yes/No/NA
3.1 (f)	A copy of the analytical results of the campaign from social media platforms and/or Google Analytics;	
4.4 (a)	A copy of the advertising undertaken. In the case of audio-visual material this should be presented on a USB;	
4.4 (b)	A copy of all the invoices (including VAT);	
4.4 (c)	If payment is not in Euro, a copy of the exchange rate <b>on the date of payment</b> ;	
4.4 (d)	Signed <i>de minimis</i> Declaration form.	